

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Wednesday, November 17, 2010
5:00 pm**

DRAFT MINUTES

Present: David Woods, Andrew Ewalt, Janet Jones, David Lindsay, Betsy Paterson, and Kristin Schwab

Staff: Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:09 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from June 2, 2010; July 28, 2010; and September 29, 2010

Betsy Paterson moved to approve the Minutes as presented.

Janet Jones seconded the motion.

The motion passed unanimously.

4. Update on Storrs Center project including communications

Kathleen Paterson reported that the Planning and Design Committee had met on November 16 and reviewed preliminary plans for Phases 1A and 1B. She reviewed the process for approving the plans and noted that project meetings have been occurring regularly with the development team. Ms. K. Paterson told the Committee that the Town of Mansfield had recently selected designers for the parking garage and intermodal transportation center projects.

Ms. Paterson reported to the Committee that the Town and LeylandAlliance are continuing their negotiations regarding the development agreement, which they hope to finalize soon.

Dean Woods reported that he will be meeting with University officials soon to develop a plan to relocate the two School of Fine Arts (SFA) offices located along Storrs Road.

Ms. K. Paterson reviewed the Communications Strategy with the Committee.

Dean Woods informed the Committee of the plans for several celebrations in recognition of SFA's 50th Anniversary beginning in April 2011. He explained the proposal from Rod Rock, Eva Gorbants, and himself to hold the *Festival on the Green* in conjunction with SFA's multi-day celebration planned for September 22-24, 2011.

Ms. Paterson reported that the *Festival* sub-committee had discussed the possibility at their recent debrief meeting. She explained that the sub-committee had been considering changing the date of the *Festival* for 2011 due to the tenth anniversary of September 11th and changing the location due to the planned construction work on Storrs Road and Dog Lane. She reported that the decision at the debrief was for Cynthia van Zelm, Ms. K. Paterson, and herself to meet with Dean Woods and his colleagues to further discuss the idea before making a final decision.

Ms. Jones supported the idea of holding the *Festival* on the same weekend.

Dean Woods noted that a key advantage of hosting the *Festival* on the same weekend as the SFA celebration would be the added publicity for the event.

Kristin Schwab asked how the SFA plans would affect the other Celebrate Mansfield Weekend events if they were to be held on the same weekend.

Ms. K. Paterson responded that she thought most of the events could continue without any issues with the exception of Picnicpalooza! She said that it would be difficult to hold Picnicpalooza! on the Saturday evening if SFA also held an outdoor concert or performance that night. She noted that Picnicpalooza! may also be affected by the high school's planned renovations of the football field and track.

David Lindsay said that he liked the idea of holding all of the events on the same weekend and suggested that Storrs Farmers Market could have bundles of food for people to take with them to either Picnicpalooza! or an SFA event.

Ms. K. Paterson will schedule a meeting with Dean Woods, Mr. Rock, Ms. Gorbants, Ms. van Zelm, Ms. Paterson, and herself to discuss in greater detail the proposal to hold the SFA celebration and the *Festival on the Green* on the same weekend.

5. Discuss "April is for Arts"

Ms. K. Paterson reviewed the past discussions about the "April is for Arts" brochure idea, which evolved from the original proposal of an arts and crafts fair.

The Committee discussed the merits of the brochure idea versus the time commitment and possible cost.

Ms. Jones expressed concern for the amount of work for Partnership staff in producing the brochure.

Dean Woods shared Ms. Jones' concern and added that the coming months will be busy for the Partnership without adding a new project.

Ms. Schwab questioned if the purpose of the brochure matched the Partnership's mission closely enough.

Mr. Lindsay supported the idea of the brochure as it would help promote community in general, which he felt was part of the Partnership's mission.

Ms. Paterson agreed with Mr. Lindsay but said she was conflicted as she, too, was concerned about the workload for Partnership staff.

Andrew Ewalt supported the brochure idea but would also like to keep the arts and craft fair as an option.

Ms. Jones made a motion to table the brochure idea for 2011 and reconsider it for 2012.

Ms. Paterson seconded the motion.

After further discussion, the Committee voted unanimously in favor of the motion to table the brochure idea for 2011.

Ms. Paterson asked Ms. K. Paterson to continue to work on the brochure and other options in the interim.

Ms. Schwab asked to keep the brochure idea on the agenda for future meetings.

6. Discuss the 5th Annual Winter Fun Day [Saturday, February 12, 2011]

Ms. K. Paterson reviewed the initial plans for Winter Fun Day and asked the Committee for suggestions of activities. She noted that only one planning meeting had occurred so far.

The Committee will email suggestions to Ms. K. Paterson

7. Discuss public space recognition/donors

Ms. K. Paterson referred the Committee to the packet of past discussions regarding proposals for a public recognition program.

The Committee asked for clarification on the timing of the final design and construction of Town Square with regards to the timing of initiating and installing a recognition program or display. **Ms. K. Paterson will ask Cynthia van Zelm and Macon Toledano for more information.**

8. Update on UConn Student Outreach

Mr. Lindsay reported that he spoke with his friends who have had t-shirts printed for other organizations and that he thought the price would be between \$5 and \$10 per shirt. He noted that the number of colors in the design, the number of shirts printed, and the fabric content (e.g. organic) would affect the cost.

Ms. Paterson suggested holding a t-shirt design contest as the spring project.

Mr. Lindsay will provide Ms. K. Paterson with contacts for the t-shirts.

9. Review meeting dates for 2011

The Committee reviewed the list of proposed meeting dates.

Ms. Paterson moved to approve the list as presented.

Mr. Lindsay seconded the motion.

The motion passed unanimously.

11. Adjourn

Mr. Lindsay moved to adjourn.

Mr. Ewalt seconded the motion.

The meeting adjourned at 6:30 pm.

Minutes prepared by Kathleen M. Paterson.